

IN THE CLAIMS:

1 1. A method for presenting a television (TV) ride, the TV ride including an
2 automated sequence of TV programming, comprising:

3 receiving a TV ride selection;

4 receiving, from a host, a TV ride lineup associated with the TV ride selection, the TV
5 ride lineup specifying TV programming provided by more than one channel;

6 accessing the TV ride lineup; and

7 automatically tuning to a channel that provides the TV programming based on the
8 accessed TV ride lineup.

1 2. The method of claim 1 further comprising storing the TV ride lineup, wherein
2 accessing the TV ride lineup includes accessing the stored TV ride lineup.

1 3. The method of claim 1 wherein accessing the TV ride lineup includes
2 accessing data identifying TV programs included in the TV ride lineup.

1 4. The method of claim 3 wherein automatically tuning to the channel includes
2 processing the identifying data to determine the channel and a time associated with the TV
3 programming.

1 5. The method of claim 1 further comprises displaying the TV programming and
2 a window.

1 6. The method of claim 5 wherein displaying the window includes displaying an
2 interactive opportunity in the window.

1 7. The method of claim 5 wherein displaying the window includes displaying a
2 viewer poll in the window.

1 8. The method of claim 5 wherein displaying the window includes displaying an
2 advertisement in the window.

1 9. The method of claim 1 comprising receiving an indication that the TV
2 programming in the TV ride corresponds to TV programming in an alternate TV ride;
3 receiving a selection to view the alternate TV ride; and receiving, from the host, the lineup
4 associated with the alternate TV ride.

1 10. The method of claim 1 wherein the TV ride is a sponsored TV ride.

1 11. The method of claim 1 wherein the TV ride lineup is based on a theme.

1 12. The method of claim 1 wherein the TV ride is a spawned TV ride.

1 13. The method of claim 12 further comprising receiving an indication of a rating
2 of the TV programming specified by the TV ride lineup.

1 14. The method of claim 12 further comprising receiving the TV lineup based on
2 viewer poll data.

1 15. The method of claim 12 wherein the spawned TV ride is a viewer-spawned
2 TV ride.

1 16. The method of claim 1 wherein the TV ride is a viewer-created TV ride.

1 17. The method of claim 1 further comprising generating parameter data
2 indicating the TV ride programming associated with the received TV ride selection,
3 transmitting the parameter data, and receiving a TV ride lineup based on the generated
4 parameter data.

1 18. The method of claim 16 further comprising generating data indicating an
2 invitation to join the viewer-created TV ride, and transmitting the invitation data to one or
3 more buddies.

1 19. The method of claim 1 further comprising receiving the TV ride lineup based
2 on the TV ride selection and storing the TV ride lineup.

1 20. The method of claim 19 further comprising periodically receiving additional
2 TV ride lineup data from a host and updating the TV ride lineup based on the additional TV
3 ride lineup data.

1 21. A set top box for presenting a television (TV) ride, the TV ride including an
2 automated sequence of TV programming, comprising:
3 an interface for receiving a TV ride selection;
4 an interface for receiving, from a host, a TV ride lineup associated with the TV ride
5 selection, the TV ride lineup specifying TV programming provided by more than one
6 channel; and
7 a processor for accessing the TV ride lineup and for automatically tuning to a channel
8 providing the TV programming based on the accessed TV ride lineup.

1 22. The set top box of claim 21 further comprising a memory for storing the TV
2 ride lineup, wherein the processor accesses the memory to access the TV ride lineup.

1 23. The set top box of claim 21 wherein the processor accesses data identifying
2 the TV programming included in the TV ride lineup when accessing the TV ride lineup.

1 24. The set top box of claim 23 wherein the processor determines a channel and a
2 time associated with the TV programming based on the data identifying the TV
3 programming.

1 25. The set top box of claim 21 further comprising an interface that provides a
2 video output, wherein the video output includes a display for the TV programming provided
3 on the channels specified by the accessed TV ride lineup.

1 26. The set top box of claim 25 wherein the processor generates a window for the
2 display.

1 27. The set top box of claim 26 further comprising an interface for receiving data
2 related to an interactive opportunity, wherein the processor generates the window and
3 displays content within the window based on received interactive opportunity data.

1 28. The set top box of claim 26 wherein the window displays an interactive
2 viewer poll.

1 29. The set top box of claim 26 wherein the window displays an advertisement.

1 30. The method of claim 21 further comprising an interface for receiving an
2 indication that the TV programming in the TV ride corresponds to TV programming in an
3 alternate TV ride; an interface for receiving a selection to view the alternate TV ride; and an
4 interface for receiving, from the host, the lineup associated with the alternate TV ride.

1 31. The set top box of claim 21 wherein the TV ride is a sponsored TV ride.

1 32. The set top box of claim 21 wherein the TV ride is a thematic TV ride

1 33. The set top box of claim 21 wherein the TV ride is a spawned TV ride.

1 34. The set top box of claim 33 wherein the spawned TV ride is a viewer-spawned
2 TV ride.

1 35. The set top box of claim 32 wherein the spawned TV ride is a poll-spawned
2 TV ride.

1 36. The set top box of claim 21 wherein the TV ride is a viewer-created TV ride.

1 37. The set top box of claim 22 wherein the processor generates parameter data
2 associated with the TV ride selection and the TV ride lineup receiving interface receives a
3 TV ride lineup based on the generated parameter data.

1 38. The set top box of claim 36 wherein the processor generates data indicating an
2 invitation to join the viewer-created TV ride and transmits the invitation data to one or more
3 buddies.

1 39. The set top box of claim 21 further comprising an interface for receiving the
2 TV ride lineup based on the TV ride selection and a memory for storing the TV ride lineup.

1 40. The set top box of claim 21 further comprising an interface for periodically
2 receiving TV ride lineup data, wherein the processor updates the TV ride lineup based on the
3 TV ride lineup data.

1 41. A method for providing a television (TV) ride, the TV ride including an
2 automated sequence of TV programming,, the method comprising:
3 receiving a TV ride selection;
4 determining a TV ride lineup in response to the TV ride selection, the TV ride lineup
5 including data for automatically tuning to the TV programming for more than one channel;
6 and
7 transmitting the TV ride lineup to a set top box.

1 42. The method of claim 41 further comprising determining an interactive
2 opportunity and transmitting data based on the interactive opportunity to the set top box.

1 43. The method of claim 42 wherein the data transmitted based on the interactive
2 opportunity include a link to web content.

1 44. The method of claim 42 wherein the data transmitted based on the interactive
2 opportunity include an interactive viewer poll.

1 45. The method of claim 42 wherein the data transmitted based on the interactive
2 opportunity include in advertisement.

1 46. The method of claim 2 wherein the data transmitted based on the interactive
2 opportunity include a link to a chat room.

1 47. The method of claim 41 further comprising determining the TV ride lineup
2 based on TV programming selected by a sponsor.

1 48. The method of claim 41 further comprising determining the TV ride lineup based
2 on TV programming selected according to a theme.

1 49. The method of claim 41 further comprising determining the TV ride lineup
2 based on TV viewer feedback.

1 50. The method of claim 42 further comprising receiving an indication of a rating
2 of TV programming.

1 51. The method of claim 50 further comprising generating a TV lineup based on
2 the rating.

1 52. The method of claim 41 further comprising determining the TV programming
2 to which a set top box is tuned at any time.

1 53. The method of claim 52 further comprising generating the TV ride lineup
2 based on the determined TV programming.

1 54. The method of claim 41 further comprising receiving parameter data
2 indicating a selection of TV programming and determining a viewer-created TV ride lineup
3 based on the received parameter data.

1 55. The method of claim 54 further comprising generating invitations to join the
2 viewer-created TV ride lineup and transmitting the invitations to one or more buddies.

1 56. The method of claim 41 further comprising periodically transmitting TV ride
2 lineup update data for storage in the set top box.

1 57. The method of claim 52 further comprising determining that the determined TV
2 programming corresponds to TV programming in an alternate TV ride; transmitting data
3 indicating that the determined TV programming corresponds to the alternative TV ride.

1 58. The method of claim 57 further comprising receiving a selection to join the
2 alternate TV ride and transmitting a TV ride lineup corresponding alternate TV ride.

1 59. A host for providing a television (TV) ride, the TV ride including an
2 automated sequence of TV programming, comprising:
3 an interface for receiving a TV ride selection;
4 a processor for determining a TV ride lineup in response to the TV ride selection, the
5 TV ride lineup including data for automatically tuning to the TV programming for more than
6 one channel; and
7 an interface for transmitting the TV ride lineup to a set top box.

1 60. The host of claim 59 further comprising a processor for determining an
2 interactive opportunity and transmitting data based on the interactive opportunity to the set
3 top box.

1 61. The host of claim 60 wherein the data transmitted based on the interactive
2 opportunity include a link to web content.

1 62. The host of claim 60 wherein the data transmitted based on the interactive
2 opportunity include an interactive viewer poll.

1 63. The host of claim 60 wherein the data transmitted based on the interactive
2 opportunity include an advertisement.

1 64. The host of claim 60 wherein the data transmitted based on the interactive
2 opportunity include a link to a chat room.

1 65. The host of claim 60 further comprising a processor for determining the TV
2 ride lineup based on TV programming selected by a sponsor.

1 66. The host of claim 59 further comprising a processor determining the TV ride
2 lineup based on TV programming selected according to a theme.

1 67. The host of claim 59 further comprising a processor for determining the TV
2 ride lineup based on TV viewer feedback.

1 68. The host of claim 59 further comprising an interface for receiving an
2 indication of a rating of the TV programming.

1 69. The host of claim 68 further comprising a processor for determining TV
2 lineup based on the rating.

1 70. The host of claim 59 further comprising a processor for determining what TV
2 programming a set top box is tuned to.

1 71 The host of claim 70 further comprising a processor for generating the TV
2 ride lineup based on the determined TV programming.

1 72. The host of claim 59 further comprising an interface for receiving parameter
2 data indicating a selection of TV programming and a processor for determining a viewer-
3 created TV ride lineup based on the received parameter data.

1 73. The host of claim 59 further comprising a processor for generating data
2 indicating an invitation to view the viewer-created TV ride lineup and transmitting the
3 invitations to one or more buddies.

1 74. The host of claim 59 further comprising a processor for periodically
2 determining TV ride lineup update data for transmission to the set top box.

1 75. The host of claim 70 further comprising a processor for determining that the
2 determined TV programming corresponds to TV programming in an alternate TV ride and
3 for transmitting data indicating that the determined TV programming corresponds to the
4 alternative TV ride.

1 76. The host of claim 76 further comprising an interface for receiving a selection
2 to join the alternate TV ride and a processor for transmitting a TV ride lineup corresponding
3 alternate TV ride.

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